

Lesson Classification: UNCLASSIFIED

Lesson ID: 52636-07391

Title: PUBLIC AFFAIRS OFFICE SUPPORT

Operation/Exercise Name: SPMAGTF LOS ANGELES 92      Observed: 01 May 1992

Originator: 1ST MARINES

POC: MAJ FOX      Commercial: (619)725-7692    DSN: 3657692

5. (U) OBSERVATION:

Although PAO support was excellent, a PAO officer was not assigned to the 1st Marines COC until 48 hours into the operation.

6. (U) DISCUSSION:

When units started moving into the Los Angeles area approximately 24 hours into the operation, PAO representatives were assigned to the individual battalions but not to the regimental COC where a number of media requests were handled during the next 24 hours of operation. Because the COC was co-located with the Compton Police COC, it was an obvious place for the press to make inquiries and conduct interviews.

7. (U) LESSON LEARNED:

PAO representatives need to be at each echelon where press coverage is likely. Additionally, a media "routine" needs to be established early and presented to the press so that "tours" and media briefs can be conducted on a minimal interference basis and the limited number of PAO representatives don't get overwhelmed.

8. (U) RECOMMENDED ACTION:

Assign PAO representatives to each echelon as part of the initial warning order. Publish a media timetable of briefs/tours to the media as soon as possible.

9. (U) COMMENTS:

None.

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